



EC'd Yes Last Received: 08/28/2012 11:41 AM Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) RIGELL/NRCC  
Product SCOTT RIGELL/RNCC  
Estimate# 3007  
Buyer Ben Angle  
Phone#  
Fax#

Agency ( ) AMERICAN MEDIA & ADVOCACY GROUP  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 167/269/3007  
Flight Dates 08/28/2012 - 09/03/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*8	TH	730P-8P	INSIDER<	:30	\$450.00	08/30-08/30	0	0	0	\$0.00	
Rating: 3.7												

Buyline Comment: CXL DUE N/A  
Sales Remark: V5 CXL DUE N/A  
V5 More than 2 codes changed

\*9 TU 1135P- TONITE SHW-NBC< :30 \$350.00 08/28-08/28 0 0 0 \$0.00

Rating: 1.7  
V3 Comment Changed, Spots/week Changed

\*10 TH 5A-6A WAVY NEWS-5A :30 \$500.00 08/30-08/30 1 1 1 \$500.00

Rating: 5.1  
V3 Added

\*11 F 12P-1P WAVY NEWS10-NN< :30 \$250.00 08/31-08/31 1 1 1 \$250.00

Rating: 1.4  
V3 Added

\*12 F 530P-6P WAVY10NWS-5.30< :30 \$90.00 08/31-08/31 0 0 0 \$0.00

Rating: 4.7  
Buyline Comment: CXL DUE N/A  
Sales Remark: V5 CXL DUE N/A  
V3 Added  
V5 More than 2 codes changed

\*13 M 730P-8P INSIDER< :30 \$450.00 09/03-09/03 0 0 0 \$0.00

Rating: 3.7  
Buyline Comment: CXL DUE N/A  
Sales Remark: V5 CXL DUE N/A  
V3 Added  
V5 More than 2 codes changed

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Station WAVY-TV NORFOLK, VA. Agency ( ) AMERICAN MEDIA & ADVOCACY GROUP Rep Firm ( ) PHILADELPHIA  
Advertiser ( ) RIGELL/NRCC 815 SLATERS LANE Sales Office ( )  
Product SCOTT RIGELL/RNCC ALEXANDRIA, VA 22314 Salesperson ( ) ANJIE BRADY  
Estimate# 3007 Agency C/P1/P2/E 167/269/3007 Salesperson Phone# 215-567-6005  
Buyer Ben Angle Flight Dates 08/28/2012 - 09/03/2012 Salesperson FAX# 215-567-5938  
Fax# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*14	W	1135P-1235A	TONITE SHW-NBC<	:30	\$500.00	08/29-08/29	1	1	1	\$500.00	

Rating: 1.7

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V5 REVISE RATE TO CLEAR  
V3 Added  
V5 More than 2 codes changed

*15	SA	1130P-1A	SATURDAY NIGHT LIVE	:30	\$480.00	09/01-09/01	1	1	1	\$480.00
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Buyline Comment: MKGD FROM N/A'S  
Sales Remark: V5 MKGD FROM N/A'S  
V5 Added

---REPORT TOTALS---

Report Totals: 5 / \$2,630.00

---SALES MONTHLY TOTALS---

Sep 12: 6 / \$3,130.00  
Sales Totals: 6 / \$3,130.00  
Station Totals: 6 / \$3,130.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$18,411	CATV 0%	WAVY 37%	WGNT 0%	WPXV 0%	WTKR 42%
		WTVZ 9%	WVBT 6%	WVEC 6%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

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--- CREDIT RISK ---  
CASH IN ADVANCE